

Bringing Excitement and Relevance to Education for 16 Years!

Annual Report 2000

IISME's MISSION

The mission of Industry Initiatives for Science and Math Education (IISME) is to transform teaching and learning through industryeducation partnerships. Through these partnerships, **IISME** provides teachers with experiences and tools they need to adapt their practices and to change schools so that all students are better prepared to be lifelong learners, responsible citizens, and productive employees. IISME's founders decided to focus on teachers as the primary agents for, and most important resource in, effecting meaningful change in mathematics and science education.

President's Message



IISME set challenging objectives for itself this year. I am pleased to report that we met all of our objectives, served a record number of teachers and students, and that we did it all within our budget. This could only be achieved by an extraordinary effort on the part of the IISME staff, strong Board leadership, and a magnificent outflow of support from companies and organizations in our community.

Sixteen years ago IISME was founded by a small group of forward-looking companies, including

Hewlett Packard, IBM, Lockheed, and Pacific Bell. From this core group of founders, the IISME Summer Fellowship Program has blossomed to include over 100 participating companies and organizations. These sponsors have provided over 1,300 summer fellowships for teachers and participated actively in other IISME programs in support of education. This year four companies especially stand out in their support of the IISME Summer Fellowship Program for teachers: Intel, Compaq Computer Corporation, SBC/Pacific Bell, and National Semiconductor. We are indebted to these companies for their leadership and commitment to education.

Increasing numbers of companies are participating in IISME programs due in large measure to the efforts of the Silicon Valley Manufacturing Group (SVMG). This fine organization has endorsed IISME as a model program, and has worked tirelessly to help promote the IISME Summer Fellowship Program to their member companies. We are extraordinarily grateful for their leadership and support.

As the nation's need for skilled workers increases, we realize that IISME's programs must evolve and grow. To help us expand our current activities, support additional educational programs for teachers, and plan our future, we have received generous grants this year from the William and Flora Hewlett Foundation, University of California at Santa Cruz, and Intel Corporation. We highly appreciate the trust these organizations have placed in IISME.

Finally, I would like to thank those teachers who have participated in IISME programs. Their dedication to teaching and to their own professional advancement sets a sterling example for our children.

Harry Garland, Ph.D. President of the Board

Jany Jarland

"At Lockheed Martin I was treated as a professional who was an integral part of the team. My students will benefit from my association with this company not only from my Education Transfer Plan on solar cells, but from my experience with cutting edge technology and knowledge of today's careers in industry." Kenny Nadeau Science Teacher **Woodside High School**

Fellowship
Program has been recognized by the U.S.
Department of Education as a model program helping the nation achieve the national education Goals 2000.

IISME: an Industry - Education Partnership

For nearly 20 years, regional, state, and national reports have been raising the alarm about the condition of mathematics and science education in this country. Technological innovations have created significant changes in the nature of the education and job training needed to produce a scientifically literate populace and a workforce suited to the demands of a highly technical and competitive global workforce.

IISME was formed in 1985 in response to these needs. A consortium of Bay Area companies joined forces with the Lawrence Hall of Science at UC Berkeley to provide unique, high quality teacher professional development in the San Francisco Bay Area through direct industry involvement with teachers. With strong, consistent support from the business and education communities, IISME has focused on doing exactly that for the past sixteen years. In 2000, IISME operated three programs - the Summer Fellowship Program, Future Connections, and Principal For A Day of Santa Clara County.

Summer Fellowship Program

IISME's flagship program, the Summer Fellowship Program, gives business, university and government leaders the opportunity to impact education directly by sponsoring teachers to work in their high-performance workplaces for eight weeks during the summer. K-14 teachers work side-by-side with highly skilled professionals, gaining insight into the demands of the modern job market. During the summer immersion experience and throughout the academic year, IISME education professionals work with the teachers to help them transfer their fellowship experience back into the classroom. Teachers receive personalized support in the development and implementation of an Education Transfer Plan and in updating curriculum to better prepare students for the future.



Teacher Fellow Julie Bitnoff at Roche Molecular

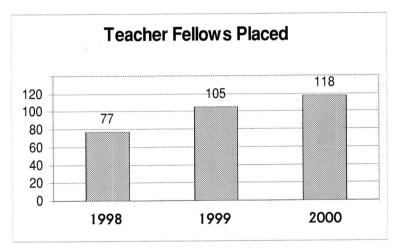
In 2000, IISME placed an all time high of 118 teachers in summer fellowships, representing a 12% increase over the previous year.

"IISME Teacher Fellow Hillary Hoppock played a key role in the success of the Netscape Education Website for teachers and schools. Her fresh perspective added features that we had not considered and really allowed us to focus on the teacher and student. At the end of the summer we were sad to see her go because she had proven herself to be part of the Netscape **Education Team"** Diana Henneberry Gray **Education Department** Manager Netscape

Accomplishments

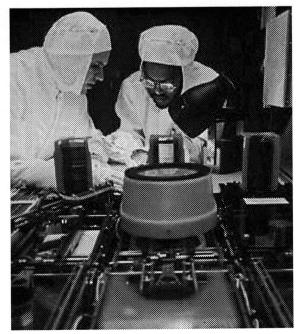
This was a banner year for the Summer Fellowship Program, with a record-breaking number of Teacher Fellows placed, a significant increase in the number of corporate sponsors, the development of important new industry and trade group partnerships, and strong improvements to our educational support programs for Teacher Fellows.

IISME placed an all time high of 118 K-14 teachers in summer fellowships, representing a 12% increase over the previous year. The number of corporate sponsors opening their doors to local teachers also increased from 37 to 42 with thirteen new corporate sponsors hiring Teacher Fellows for the first time this summer. IISME celebrates its 16-year anniversary having placed a total of 1,320 Summer Fellows from over 100 school districts throughout the seven-county Bay Area.



Growth through Industry Partnerships

The exceptional growth in the number of teachers served this year was largely due to an initiative spearheaded by the Silicon Valley Manufacturing Group (SVMG) and championed by Intel CEO Craig Barrett. Intel committed to sponsoring a record-breaking 23 Fellows, and issued a successful challenge to SVMG member companies to increase the number of Fellows hired by each of their companies.



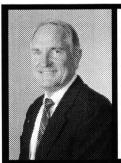
"The IISME experience is great; my experience gave me great insight! The increased knowledge of what is happening in industry and its effect on education is extremely important."
Greg Campanella Chemistry and Science Teacher
Cupertino Junior High School

"IISME Teacher Fellow I-Heng McComb's fellowship resulted in hundreds of thousands of dollars of new product revenue for PE Biosystems. She optimized the primer and probe design parameters in Primer Express, a PE Biosystems software product, and then used it to design primers and probes for several cancer market gene targets. These reagent products were launched in 1999 for the measurement of gene expression levels of cancer marker genes." Federico Goodsaid Senior Staff Scientist PE Biosystems

Enhancing Educational Impact

In our ongoing effort to increase the educational impact of the Summer Fellowship Program, the following improvements were implemented this year:

- Hired a full-time Education Director to plan, implement and evaluate the impact of IISME support programs for teachers during the summer and throughout the academic year.
- Increased the number of Peer Coaches to assist Fellows in implementing their Education Transfer Plans.
- Expanded corporate outreach to develop a wider variety of fellowship opportunities for teachers.
- Increased the number of teachers applying for Summer Fellowships through additional outreach to a broad range of schools and professional organizations.
- Instituted the Education Transfer Plan Implementation Report and established cash awards for outstanding plans to strengthen the impact of the fellowship on student learning.
- Began participation in a National Science Foundation study to measure the impact IISME Summer Fellowships have on student achievement and motivation.



Intel CEO Craig Barrett strongly supports IISME programs, noting that "Teachers are energized, motivated, trained in business and technology during their IISME Fellowships.The IISME Summer Fellowship Program for teachers provides a tangible, comprehensive way we can improve each child's school day."

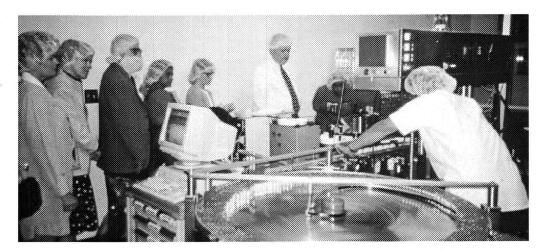
"You have a fantastic program. I'm so glad there are programs like this out in 'the real world."
Post-trip evaluation

"Exposure to the actual work environment brings a realism and credibility to our experience that no other form of contact can match."
Dr. Seth P. Bates
Chair and Professor
Advanced Manufacturing
Systems
San Jose State
University
visited Lam Research

Future Connections

Future Connections gives business and other organizations a simple and effective way to contribute to improving education while providing opportunities for teachers to experience the high-tech workplace firsthand. Since 1996 Future Connections has been developing one-day professional development workshops for educators at a wide variety of companies and other organizations in the San Francisco Bay Area. Groups of 10 - 25 teachers, counselors, administrators, board members, parents and others participate in a structured day that typically includes five components:

- an overview of the company products and services
- a tour of the worksite
- one-on-one job shadowing matched to educators' interests
- a lunch Q & A with company employees on hiring practices and education and skills students will need for job success
- a workshop to help teachers incorporate new ideas into classroom practice



Educators tour the Chiron Corporation manufacturing facility as part of an IISME Future Connections day.

"School inservice days have never been this educational and interesting." Rosemary Keith Milpitas High School

"An experience like yesterday's gives life and meaning to what teachers learn from textbooks and news sources. It was a wonderful experience for me to peep into the world about which I hear so much and see for myself the business world at work. Your efforts give us teachers a reality check that can only help our students." Judie Kolbmann **English Teacher** Terra Nova High School visited Adobe Systems

"I had essentially stagnated professionally; now I'm growing again, thanks to IISME-Future Connections."
Tom Richardson Science Teacher Silver Creek High School

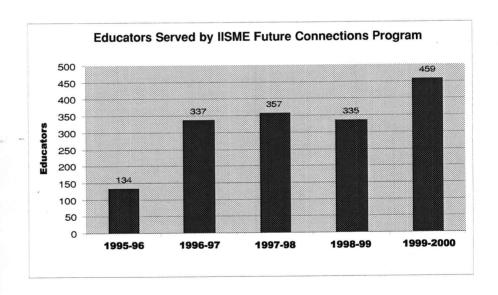
Accomplishments

Corporate and educational support for Future Connections continues to be enthusiastic and widespread. Thirty-three site visits were conducted in the 1999-2000 school year, sponsored by a mix of eleven previous sponsors and 22 newly recruited companies.

Companies show their confidence in the program by sponsoring additional groups, and 23 out of the 60 companies that have participated in Future Connections have hosted at least twice. Hewlett-Packard is the leader in support and involvement, having hosted twelve educator groups over the past five years.

Demand for Future Connections continued to increase, as shown by the large number of educator sign-ups from all subject areas and grade levels.

A total of 459 educators attended Future Connections industry workshops this year, bringing the total number of educators served since 1996 to 1,163. These educators came from 45 school districts and nine community colleges. The large majority are teachers working directly with students; others are counselors, principals, and school administrators.



"Students need number sense, to learn not to rely on the calculator and computer. This place has charts and graphs all over."
Post-trip evaluation

"Future Connections has done an outstanding job in preparing, directing, and following up on these field trips. I have attended two, and while each one was very different, I left with a greater understanding and appreciation of the corporations and agencies we spent time with. The benefits run both ways, as the employees of these companies were keenly interested in the needs of our public schools." Gary J. Stebbins Principal Rogers Middle School

"Educators' experiences from these days are non-replaceable, and very, very valuable" Post-trip evaluation

Partnerships

Future Connections collaborated with several community-based organizations, school-to-career initiatives and foundations to provide quality-learning experiences to educators.

- The Zellerbach Family Fund sponsored San Francisco Unified School District educators.
- The Peninsula Community Foundation and San Mateo School-to-Career Partnership sponsored educators from Peninsula Schools.
- Workforce Silicon Valley, East Side Union High School District, and Santa Clara Unified School District sponsored Santa Clara County educators.
- Fremont Unified School District and Ohlone Tech Prep sponsored teachers in Southern Alameda County.
- In collaboration with the Contra Costa County Office of Education, East Bay LEARNS, and Oakland Unified School District, Future Connections is now serving educators in Oakland and Contra Costa County.
- The Monterey Bay Regional School-to-Career Partnership and the University of California, Santa Cruz sponsor Future Connections for educators in Santa Cruz, Watsonville and Salinas.

Principal For A Day

Principal For a Day in Santa Clara County is a program jointly operated by IISME and the San Jose/Silicon Valley Chamber of Commerce. The 10th annual Principal For A Day of Santa Clara County took place on March 21, 2000 and brought 248 business executives and leaders in government and community organizations into 229 Santa Clara County schools. Many Silicon Valley companies showed their support by sending employees to schools for the day. Intel led with 23 participants, Kaiser and Hewlett-Packard with 14 and 10 participants respectively. In addition, almost all of the 18 special education schools serving students with various disabilities had a community representative present to learn about the special needs of their students.

"I'll be a better teacher because I can use the skills I've learned in managing my own classroom as well as teaching my students how to manage their own learning with project management practices. My teaching will also be enhanced by my new experiences using high technology equipment and software tools." Avery Walker Teacher **Ohlone School**

"The project management training was very transferable to the classroom. I learned many ideas and examples to use in my lesson plans and projects."
Celia McCormack
Gilroy High School

IISME Program Goals for 2000

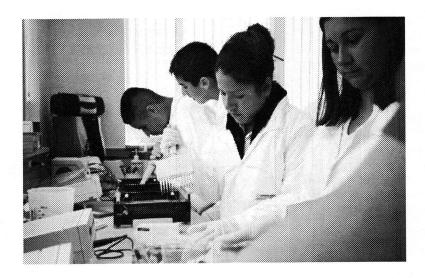
Summer Fellowship Program

Increase teachers served

For summer 2000, IISME set a goal of placing 110 Teacher Fellows, representing a 5% increase over 1999. A second goal was to increase the number of new sponsoring sites by five. IISME exceeded both goals, adding 13 new sponsors and placing 118 Teacher Fellows.

Enhance teacher leadership

Thanks to generous funding from the Hewlett Foundation, IISME will further develop teacher leadership skills with the goal of initiating school-wide change and broader school reform.



Students from the Biotech Academy of Andrew Hill High School learn first hand about DNA analysis during the Future Connections for Youth visit to Incyte Genomics.

"The Future Connections program is a wonderful and important opportunity for educators to get out of the classroom and into a variety of industries where we can see what we are teaching to our students being applied in the "real world." This gives us an opportunity to critically evaluate our curriculum using real-world applications as a measuring stick. Thank you for this opportunity!" Post-trip evaluation

"The training sessions and tours were beneficial to my position as High School Counselor. From these meetings, I have a clearer understanding of the needs of the various jobs at a variety of workplaces."
William H. Stull, Jr. Counselor

"Wow-very exciting information about how cells react to radiation. I would love to bring my classes here to see and hear what I did."
Post-trip evaluation

Future Connections

• Measure program impact

IISME will evaluate the impact of Future Connections professional development industry workshops. Surveys and site visits with former participants will be conducted to determine how the program influences teachers' perspectives and practices in the classroom.

Expand reach

Future Connections will continue to expand its reach geographically and serve more teachers from schools in educationally disadvantaged areas.

Invite students

Many teachers who participate in Future Connections have asked when their students can have similar opportunities. With the success of two pilot site visits for students offered this year, one to Incyte Genomics and the other to Intel, IISME will officially launch the new Future Connections for Youth program. Starting in the summer of 2000, teachers applied to bring students on a Future Connections industry workshop tailored to fit their curricular needs. The goal is to provide six visits over the school year, for approximately 80 to 120 students, and to evaluate the benefits of these experiences for the students and their teachers.

"Teacher and student shadowing of local businesses have been popular for several years, but participants generally lacked an understanding of the process. We believe Future Connections provides businesses with value for their efforts and teachers ways to understand and translate their experience into the classroom." Jim Burns Labor Force Liaison San Bernardino County Superintendent of **Schools**

"In shipping and receiving (an excellent job shadow) I could see the need for ABC order for filing, number order, counting, reading, color skills, as well as reading, math and computer skills."

Post-trip evaluation

Future Challenges and Opportunities

We enter 2001 at a very exciting time in IISME's development. As we manage unprecedented growth in the Summer Fellowship and Future Connections programs, IISME is poised to meet the growing demand for our services. IISME moves into 2001 with an eye toward achieving sustainability and increasing flexibility to meet the changing needs of students, teachers and employers in our communities.

Strategic Planning

With support from an Intel grant, IISME launched a strategic planning process beginning in the fall of 2000 to guide future growth and program planning. The six-month effort will include active participation from the IISME Board of Directors, Senior Advisory Council and staff, as well as the business and educational communities we serve. The process will conclude in the late spring of 2001 with a final strategic plan for IISME 2005.

Teacher Retention and Impact Study

When last quantified in 1991, teachers involved in the IISME Summer Fellowship Program stayed in teaching at twice the rate of their colleagues in California. Since then, teacher retention rates throughout the state have declined dramatically and our schools face a critical shortage of qualified teachers. Funded by Intel and the SBC Foundation, IISME will conduct an updated teacher retention and long-term impact study in 2000 with results expected by spring 2001.

"What a great way to get re-energized for class! My visit to HP was fantastic and I didn't stop raving about it all day. It started off the discussion in each of my classes (from Sophomores to Seniors) and the students were especially interested in my shadow mentor's insights into 'hire-ability' potential." Cathy Ash **English Teacher** Irvington High School

"I was pleasantly surprised at the amount of interest and enthusiasm the participants had. The educators seemed to soak up the experience like a sponge. Many of us (Lockheed-Martin employees) talked about the experience, and the overall consensus was very positive. Most of the LM participants understand the 'big picture' and were happy to contribute to the community at large." Lito Valderrama, **Lockheed Martin** Missiles and Space

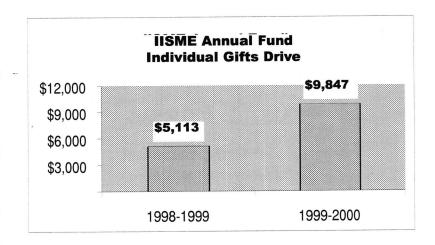
IISME's Annual Fund Campaign

IISME is fortunate to earn 68% of its income from fees for the services we provide to the community. However, as we grow, the remaining funds raised from other sources need to increase. We are proud to report 100% Board and staff participation in the individual gifts portion of our Annual Fund drive.

Individal Gifts Drive

This year, IISME launched its first Individual Unrestricted Gifts drive for our Annual Fund campaign. The goal of the drive is to achieve a six-month Operational Reserve so we can sustain our services for teachers and their students, our communities' most vital assets.

IISME's goal for the Individual Gifts drive in fiscal year 2000-2001 is to reach beyond the immediate IISME family. We want to give friends, advisors and people for whom supporting teachers really matters a chance to help make IISME's meaningful industry-based professional development services available for educators in the future. Together, we will set a campaign goal to help IISME continue to provide services into this new decade - services that enrich our workforce, our children's future choices, and the quality of life for our community.



IISME Financials FY 1999-2000

<u>Income</u> Earned Program Fees 68%

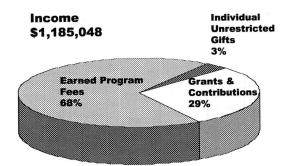
Grants & Contributions 29%

Individual Unrestricted Gifts 3%

Expenses Program 84%

Management 13%

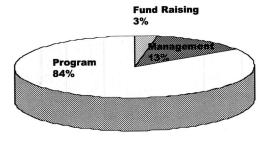
Fund Raising 3%



Income Expenses

\$1,185,048 \$1,139,481 \$45,576





ASSETS

Cash	\$844,098
Operational Reserve	\$29,571
Accounts Receivable	\$6,296
Net Fixed Assets	\$6,519
TOTAL Assets	\$886,484

LIABILITIES & SURPLUS

Program Prepayments	\$26,000
Hewlett Grant Prepayment	\$110,000
Intel Grant Payment	\$37,500
Applied Materials Grant Prepayment	\$15,000
SEMI Gala Benefit*	\$614,450
Retained Surplus	\$83,534
TOTAL Liabilities & Surplus	\$886,484

^{*} IISME was the nonprofit fiscal agent for the Semiconductor Equipment and Materials International (SEMI) 30th Anniversary Gala Benefit and was one of five beneficiaries.

(Note: Financial Statements with Independent Auditor's Report are available upon request.)

"This was the best professional development experience because it blended my scientific and technical background in one job. At SyStemix I learned how to synthesize complicated scientific information and present it in a web page format. What I did affected the company's bottom line because SyStemix employees without a scientific background will be able to understand what their company does." **Curtis Schneider** Science Teacher Sunnyvale Middle School

"IISME Summer Fellowships consistently provide me with relevant industry applications which allow me to enhance my teaching strategies." Richard Chung San Jose State University

Financial & In-Kind Sponsors

IISME thanks the following individuals and organizations for their generous financial and in-kind support this year.

Individuals

Matty Bloom
Jennifer Bruckner
Gus Camacho
Larry Carr
Louise Christy
Julie Dunkle
Marie Earl
Bonnie Flanagan
Harry Garland
Oreen Gernreich
Jim Henderson
Laura Horvath
Susan Hyun
Jayme Jones

Charmaine Kawaguchi
Sarah Kebreab
Joan Kerr
Grace Liu
Barbara Minneti
David Pava
Bonnie Plummer
Barbara Rodrigues
Joanne Schumacher
Brock Siegel
Kaye Storm
Steve Tedesco
Barbara Wilits
William H. Reed Memorial Fund

Organizations

Adobe Systems AMD Applied Materials Aspect Communications **Autodesk Foundation** Berryessa School District Cadence Design Systems California School for the Deaf Canon R & D Center Americas, Inc. Cisco Foundation Cisco Systems Columbia University Community Foundation Silicon Valley Compaq Corporation Deskin Research Group East Side Union High School District Eden Area ROP Fremont Unified School District **IBM Incyte Pharmaceuticals** Intel Corporation Intel Foundation James Logan High School Lincoln High School Lucent Technologies Manex Corporation for Manufacturing Excellence Milpitas Unified School District

Monta Vista High School Monterey Bay Regional Partnership Networks **Nortel Networks** Novell Ohlone Career Prep. SBC/Pacific Bell Pacific Gas and Electric PE Biosystems Peninsula Community Foundation San Jose Silicon Valley Chamber of Commerce San Mateo School-to-Career Partnership Santa Clara County Office of Education Santa Clara Unified School District **SBC Foundation** Siemens Enterprise Networks, LLC Sobrato Family Foundation Solectron The Tech Museum of Innovation The William and Flora Hewlett Foundation **UC Santa Cruz UC Santa Cruz Extension** Wilcox High School Woertink Electric Workforce Silicon Valley Zellerbach Family Foundation

IISME Program Sponsors 1985-2000

Many thanks to the companies and organizations that have sponsored teachers in the Summer Fellowship and Future Connections Programs.

Abbott Laboratories

Adobe Systems

Advanced Cardiovascular Systems

Advanced Micro Devices Alexian Brothers Hospital

Alpha Innotech

Alza Amdahl

American Express

American Institutes of Research

Apple Computer Applied Biosystems Applied Materials Aspect Communications

AT&T

AT&T Cable Richmond AT&T Cable San Jose AT&T Cable San Ramon AT&T Cable Santa Cruz

Autodesk

Bank of America, Concord Bank of America, SF Becton Dickinson Berlex Biosciences

Broderbund Software Brown and Caldwell

California Pacific Medical Center Canon Research Center Americas, Inc. CCC Newspapers, Knight Ridder

Centura Software
CH2MHill
Charles Schwab

Chevron Chiron Cidco

Cisco Systems Cisco Foundation City of San Jose

Clarify Claris

Clorox Technical Center Cohesion Technologies Columbia University Compag Computer

Computer Curriculum Corp. Curoco Steel Structures Cypress Semiconductor Deskin Research Group

Dow Chemical

DuPont Eaton

Empire Broadcasting

EG&G

El Camino Hospital Fairchild Semiconductor First Pacific Networks Gap Inc. Genentech

General Electric

Golden Gate University GTE Government Systems Harris Communications

Hewlett-Packard Hitachi Data Systems Honeywell Measurex Hyatt Regency Monterey Hyatt Regency San Francisco

IBM

Incyte Pharmaceuticals
Integrated Device Technology

Intel Corporation Jatco Plastics

Kaiser Aluminum & Chemical

Kaiser Permanente Koret of San Francisco

KNTV Lam Research

Lawrence Hall of Science

Lawrence Livermore National Lab

LifeScan

Litton-Applied Technology Lockheed Data Systems

Lockheed Martin Missiles & Space

LSI Logic

Lucent Technologies

Manex Maxtor Inc.

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Metropolitan Life Insurance NASA-Ames Research Center Nasdaq - Amex Market Group National Science Foundation National Semiconductor

NEC Nellcor Netscape

New United Motor Manufacturing, Inc.

NeXT

Nortel Networks Northrup Grumman Novartis Crop Protection

Novell Oceania Pacific Bell

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Philips Semiconductor
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Siemens Business Communications

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The Tech Museum of Innovation

Triangle Coalition for Science and Technology Education

TRW/ESL

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WJ Communications

Wells Fargo

Workforce Silicon Valley

Xerox PARC

Zeneca Agricultural Products

Zeum



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